

## ***Bachelor of science in Marketing Intelligence (MKI).***

***Marketing Intelligence (MKI) addresses a growing demand for students with skills to analyze and model (secondary, big) data to track the marketing performance of the organizations and generate new customer insights. The information and insights generated by the Marketing Analytics and Data Science profile are used as a basis for making research-based strategic and tactical marketing decisions.***

***The MKI Program has a cross-disciplinary focus on the tools and techniques developed for descriptive, prescriptive, and predictive analytics. It provides a business degree with a special emphasis on the application of data science to marketing decision problems.***

***Students will learn how to acquire, analyze and utilize marketing data, and present data using modern visualization techniques and will get acquainted with the state of the art data analytics software.***

***The graduates of this program are prepared to be market analysts or brand planners, marketing intelligence analysts, digital marketing and social media specialists, marketing research analysts, customer insight specialists, digital or social media analysts, and information technology support personnel in both local and multinational corporations.***

## Level 1

Code	Course title(s)	Lectures	Tutorials	Credits	Pre-requisite(s)
<b>Semester 1</b>					
ECO 101	Introduction to Microeconomics	3	1	3	
MTH103	Mathematics	3	1	3	
MGT 101	Introduction to Management	3	-	3	
IST103	Fundamentals of Information Systems.	2	2	3	
COS101	Introduction to Computer Science	2	2	3	
HM 003	English language 1	2	-	2	
	<b>Total Credits:</b>			<b>17</b>	
<b>Semester 2</b>					
ECO 102	Introduction to Macroeconomics	3	1	3	
ACC 125	Financial Accounting	3	1	3	
COS 102	Introduction to programming.	2	2	3	COS 101
IST 104	System analysis and design 1	2	2	3	IST 103   COS 101
STA 103	Statistics and probability 1	3	1	3	MTH103
HM 004	English language 2	2	-	2	HM 003
	<b>Total Credits:</b>			<b>17</b>	

## Level 2

Code	Course title(s)	Lectures	Tutorials	Credits	Pre-requisite(s)	
<b>Semester 3</b>						
IST 205	database systems 1	2	2	3	IST 103	
STA 204	Statistics and probability 2	3	1	3	STA 103	
HM 006	Human Rights & Anticorruption.	2	-	2		
ECO 203	Money & Banking.	3	1	3	ECO 101	ECO 102
IST 206	System analysis and design 2	2	2	3	IST 104	
COS203	Object oriented programming.	2	2	3	COS 102	
HM 001	Russian language 1.	2	-	2		
	<b>Total Credits:</b>			<b>19</b>		
<b>Semester 4</b>						
ACC 226	Fundamentals of Managerial Accounting.	3	1	3	ACC 125	
BUA 201	Introduction to business Analytics.	3	1	3	STA 204	
IST 207	Database system 2	2	2	3	IST 205	
FIN 201	principles of finance and investment	3	1	3	ECO 203	ACC 203
HM 005	Scientific Thinking.	2	-	2		
MGT 102	Introduction to marketing.	3	-	3	MGT 101	
HM 002	Russian language 2.	2	-	2	HM 001	
	<b>Total Credits:</b>			<b>19</b>		

### Level 3

Code	Course title(s)		Lectures	Tutorials	Credits	Pre-requisite(s)	
<b>Semester 5</b>							
COS 304	Data structures		2	2	3	COS 203	
STA 305	Statistical Computing		3	1	3	COS 102	STA 204
COS 305	Operating systems.		2	2	3	COS 102	
MIS 301	Digital marketing and social media		3	1	3	MGT 102	
MGT 306	Production & operation management		3	1	3	MGT 101	
ARI 301	Introduction to Artificial intelligence		2	2	3	COS 102	
	<b>Total Credits:</b>				<b>18</b>		
<b>Semester 6</b>							
BIT 303	Networking and Telecommunications		2	2	3	MTH103	
MKI 301	Introduction to Marketing Intelligence		3	1	3	MGT 102	ARI 301
MIS 303	Advanced topics in information systems.		2	2	3	MGT 101	IST 103
BUA 302	Marketing analytics		3	1	3	MGT 102	BUA 201
<b>Elective 1</b>	BUA 306	Supply chain analytics.	3	1	3	MGT 101	BUA 201
	BUA 304	Predictive analytics.				BUA 201	
	ECO 327	Foreign trade				ECO 101	
<b>Elective2</b>	STA 306	Operations Research.	3	1	3	MTH 103	
	MIS 305	Multimedia.				COS203	
	<b>Total Credits:</b>				<b>18</b>		

### Level 4

Code	Course title(s)		Lectures	Tutorials	Credits	Pre-requisite(s)		
<b>Semester 7</b>								
HM 009	Scientific Research Methodology		2	-	2			
MKT 401	Marketing Research		3	1	3	MGT 102		
MKT 404	E-Marketing.		3	1	3	MGT 102		
MKI 401	Graduation Project 1.		3	-	3			
<b>Elective 3</b>	MKT 402	Consumer behavior	3	1	3	MGT 102		
	MGT 413	Public Relations	3	-	3	MGT 101		
	MGT 427	Creative thinking.	3	1	3	MGT 101		
<b>Elective 4</b>	MKT 405	New product planning	3	1	3	MGT 102		
	MKT 403	Integrated Marketing				MGT 102		
	MIS 409	Project Management				MGT 101	IST 103	
	<b>Total Credits:</b>				<b>17</b>			
<b>Semester 8</b>								
MKT 406	Brand Management		3	1	3	MGT 102		
MKI 403	Customer analytics.		3	1	3	MGT 102	BUA 201	BUA 302
MKI 402	Graduation Project 2.		3	-	3			
<b>Elective 5</b>	MKT 407	Marketing Strategy.	3	1	3	MGT 102		
	MGT 428	Communication Skills.				MGT101		
<b>Elective 6</b>	MKI 404	customer relationship management	3	1	3	MKI 301	BUA 302	
	MKT 408	International Marketing				MGT 102		
	MKT 409	Industrial Marketing Management.				MGT 102		
	<b>Total Credits:</b>				<b>15</b>			